



# ***Joint Deployment & Distribution Enterprise (JDDE) Education 21 March 2011***



# *Agenda*

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- **The Vision for Developing the Workforce**
- **A Competency Based Approach**
- **The Joint Deployment and Distribution Enterprise (JDDE)  
Competency Model**
- **Growing the JDDE Program**
- **Program Effectiveness**
- **Knowledge Sharing**
- **Tools to Share**



# *Developing the Workforce*

***The Goal: To meet and exceed the Commander's top priorities***

WARFIGHTER SUPPORT

PROCESS IMPROVEMENT

ENTERPRISE SYNCHRONIZATION

***The Requirement: Identify knowledge and skills needed***

What are the skill gaps?

***We must develop people through  
communication, education, and training***



# *Develop Competency-Based Joint Logisticians*

- Feb 06 Quadrennial Defense Review (QDR) called for a “competency-focused” and “performance-based” human capital strategy
- Jun 06 DOD Human Capital Strategy outlined responsibilities and benefits of competency-based system
  - “Pursuing a strategy of training and education for the high-ability workforce enables organizations to develop capabilities needed to carry out the National Security Strategy.” - Sec. VI, DOD HCS
- Oct 09 COLD Conference Report
  - The community is still not developing logisticians as well as it should
  - There is a need to develop agile and creative thinkers who work in an ever changing environment

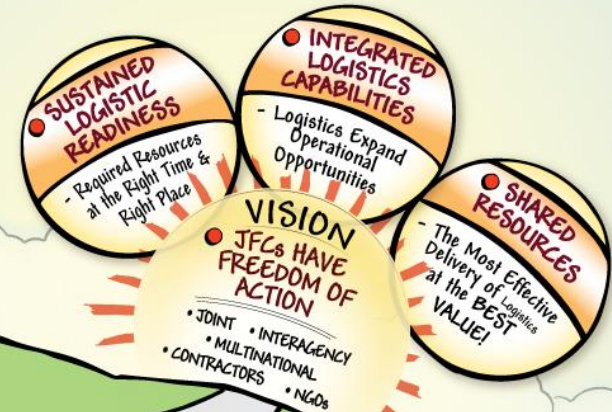
Supply	Transportation	Planning
Deployment & Sustainment Optimization	Joint Process & Systems Integration	Regional COCOM Strategy & Interoperability
Organizational Relationships	Joint Deployment & Distribution Leadership	Measures and Performance Management

# JOINT LOGISTICS COMPASS



## Winds of Change

- Persistent, Concurrent Multi-theater Engagement
- Constrained Global Resources
- Rapid Force Movement
- Unsecure & Difficult LOCs
- Political Environment - Administration Transition



## Barriers & Challenges

- Command & Control
- Do Not Know Where Things Are

### CRITERIA

- Provides high leverage
- Stakeholders believe it is possible
- Will lower risk to mission and warfighter

Actions Constrained by Logistics

Risk to Warfighter and Mission

Common End-to-End Framework & Measurement System  
Logisticians effectively working in Joint, Interagency &/or Multinational Environment  
Life Cycle Management

- Unity of Effort
- Visibility
- Rapid & Precise Response

Interconnected by Cultural Change  
Shared Language  
Consumer Metrics  
Resource Metrics

- Short-Term at the Expense of Long-Term
- No Life Cycle Thinking
- Depots Resourced for Reset using Supplemental Funding

- Unprecedented Demands on Resources
- No Single Authority Owns End-to-End Process of Logistics

- Constrained Information Sharing
- Fragmented Processes, Systems & Organization for Distribution, Supply & Maintenance

CURRENT STATE

FUTURE STATE





# *Define Distribution Competencies*

<b>Supply</b>	<b>Transportation</b>	<b>Planning</b>
<b>Deployment &amp; Sustainment Optimization</b>	<b>Joint Process &amp; Systems Integration</b>	<b>Regional COCOM Strategy &amp; Interoperability</b>
<b>Organizational Relationships</b>	<b>Joint Deployment &amp; Distribution Leadership</b>	<b>Measures and Performance Management</b>

***The Competency Model defines competencies used for:***

- *Education and training*
- *Recruiting*
- *Performance management*
- *Succession planning*

**480 JDDE Positions at USTRANSCOM**





# ***JDDDE Competency Model***

## **Supply**

- Supplier Selection and Negotiation
- Supplier Relationship Management
- Sourcing & Procurement Strategy
- Inventory Planning
- Inventory Management
- Material Disposition (Disposal, Reclamation, Recycling, Repair)
- Return/Retrograde

## **Transportation**

- Distribution Network Analysis
- Carrier Negotiation, Contract Management and Adjustment
- Inbound/Outbound Transportation Management
- Transportation Planning
- Transportation Marketplace Knowledge

## **Planning**

- Demand Forecasting
- Network Optimization in Planning
- Requirements Planning (Deployment)
- Sustainment Planning
- Distribution Requirements Planning (DRP)
- Adaptive Planning

## **Deployment & Sustainment Optimization**

- Movement Requirement Forecasting
- Materiel Management/Readiness
- Transportation Mode Selection
- Contracting

## **Joint Process & Systems Integration**

- Joint Deployment & Distribution Architecture (JDDA)
- Distribution Portfolio Management (DPfM)
- End-to-End Analysis (Supply-Transportation-Theater Distribution)
- Joint Capabilities Integration & Development System (JCIDS)
- In-transit Visibility (ITV)/Asset Visibility

## **Regional COCOM Strategy & Interoperability**

- Joint Theater Logistics
- Host Nation Support
- Coalition Operations

## **Organizational Relationships**

- Multinational Relationship Management
- Service-to-Service Interoperability
- Joint Deployment and Distribution Enterprise Relationship Management

## **Joint Deployment & Distribution Leadership**

- Risk Management
- Understanding of Organizations, Cultures, Individuals
- Joint Leadership
- Deployment and Distribution Strategy

## **Measures and Performance Management**

- Supply Chain Performance Management
- Key Performance Metrics
- Budget Administration
- Financial Relationship Management



# *Drill Down to KSAs*



Joint Leadership	
Facilitates the achievement of DoD goals by providing direction and guidance to the joint force, focusing on strategic and operational aspects.	
Knowledge, Skills, and Abilities (KSAs)	
208	Strives to improve cross-cultural communication by studying how people from different cultures communicate with each other.
209	Recognizes and adapts to agendas and manages perceptions in a multi-cultural environment.
210	Develops innovative solutions, thinking in time and context within the complex environment to bring about desired effects.
211	Accesses and applies resources without ownership.
212	Builds teams at the strategic level through influence, collaboration, negotiation, and consensus building.
213	Considers cultural aspects when making decisions that affect a multi-national force.





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# Distribution Academy

DISTRIBUTION ACADEMY

JDDE Billets

## University Education

Carnegie Mellon



MICHIGAN STATE  
UNIVERSITY



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

Webster  
UNIVERSITY



Skillsoft  
Online  
Training



DOD  
Education

(AFIT, DAU, ALU,  
etc.)

Commercial  
Education

- Alien RFID Academy
- Graduate School USDA
- Supply Chain Council (SCOR)
- Supply Chain Online

Fused Planning Course

Center for Joint and Strategic Logistics: Introduction to Supply Chain Management

Joint Deployment and Distribution Enterprise (JDDE) Introduction

All

Billets

Newcomer's Orientation



# Mapping a Competency to Education Opportunities

## Joint Leadership

Facilitates the achievement of DoD goals by providing direction and guidance to the joint force, focusing on strategic and operational aspects.

### Knowledge, Skills, and Abilities (KSAs)

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Penn State's *Developing World-Class Supply Chain Collaboration*

Washington University's *Leader as Coach*

University of Tenn's *Strategies for Effect. Leadership: Solutions to Today's Top Leadership Challenges*

Michigan State's *Effective Decision-Making Strategies for Individuals, Teams and Team Leaders*

Michigan State's *Successful Negotiation: Creating Value Through Collaboration*

Carnegie Mellon's *Leadership and Change Management in a Multicultural Context*



# Mapping Results in Development Plans

## Knowledge, Skills and Abilities (KSAs) mapped to Billet #1234/Lt Col John Doe

Implements knowledge of automatic identification technology (AIT) (e.g., bar codes, RFID, CAC, satellite technology, optical memory cards (OMC), etc.) to enhance data capture and tracking of assets.

Analyzes commercial best practices and determines how they can be implemented in the DOD to improve supply chain management of business processes.

Collaboratively develops and applies corrective measures to problems in the supply chain in order to optimize distribution.

Develops and manages mutually beneficial relationships with Joint Deployment and Distribution Enterprise (JDDE) partners.

Builds teams at the strategic level through influence, collaboration, negotiation, and consensus building.

## Development Plan: Billet #1234/ Lt Col Doe

Assoc. for  
Operations Mgmt

Webinar, "The Future with  
Auto-ID Technology" (WB)

Defense Logistics  
Agency

Asset Visibility

Penn State  
University

Managing Effective Supply  
Chains: Essentials of Supply  
Chain Management

Army Logistics  
Mgmt College

Fundamentals of Defense  
Supply Chain Management  
(FDSCM)

Industrial College  
of the Armed  
Forces (TRANSCOM  
Resident Course)

Introduction to Supply Chain  
Management

Institute for  
Supply Chain  
Management

Leading and Managing  
Relationships

Washington  
University

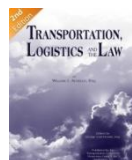
Leading Innovative Teams

**\*\*Note: Example contains only a subset of KSA and training mappings \*\***



# Growing the JDDE Program

Competency Model	Course Research	Course Feedback
Updating to meet USTRANSCOM mission requirements	25+ Additional courses	What does the staff really think? (3 moderate increase, 4 large increase, 5 extremely large increase)
Campaign Planning	Logistics Transportation Law	Carnegie Melon – 4.3
Cyber security	Critical Thinking	LOGTECH – 4.3
Supply Chain Security	Operations Research	U Wisconsin – 4.3
Agile Development	Cyber security	U Texas – 4.2
Strategic Communication	Supply Chain Security	SLU – 4.2
Knowledge Management	Risk Management	Penn State – 4.1
	Negotiation	MIT – 3.9
	Strategic Communications	U Tennessee – 3.3
	Knowledge Management	





# *JDDE Course Effectiveness*

## Quotes from Students:

- ***“Used it immediately** - I attended a meeting the first day back, and I would have been lost without the info I learned earlier in the week.” U Tenn*
- *“I have applied the techniques to a project I am currently working to **improve a metric** that has had a chronic problem.” U Texas*
- *“I learned new tools and techniques that I was not aware of and has already **helped on the job.**” Penn State*
- ***“We have a DOD twist to our processes, but the basics are essentially the same.” Penn State***
- ***“Increased my knowledge of interagency coordination** between federal lead agencies (FEMA/USAID), DOD, state, local, and non-governmental agencies/organizations in disaster response.” ALU*



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# Knowledge Sharing is Key

Home - Training-Education - Windows Internet Explorer

https://ustranscom.eim.amc.af.mil/sites/tcj1/tcj1c/training/default.aspx

File Edit View Favorites Tools Help

Home - Training-Education

Home-USTRANSCOM > TCJ1 > Training-Education

Welcome Roach, Diana CIV USTR

USTRANSCOM  
United States Transportation Command

**TANDEM**

View All Site Content

**Documents**

- Private Documents
- Shared Documents
- Guidance**
- JDDE Education Program
- JTESC
- Training and Education Marketing Plan
- Distribution Academy Files
- AO Distribution Academy
- Virtual Staff Ride

**Lists**

- Class Schedule
- Training Completion
- JDDE**
- Systems / C4S
- Completed Training
- Links**

USTRANSCOM Training and Education

**Announcements**

**ATTENTION USTRANSCOM NEWCOMERS**  
by Spotanski, Erin CIV USTRANSCOM  
The next USTRANSCOM Newcomers Orientation will be held 14 Mar 11 in the Seay and has high visibility. Attend

☐ Add new announcement

**Newcomers**

- ☐ Education Training and Awareness
- ☐ Newcomers Curriculum

☐ Add new link

**Training & Education Calendar**

February, 2011

Sunday Monday

30 31

4

**Training & Education Contacts**

Last Name	First Name	Busin
Warning	Kelsey	229-7
Spotanski	Erin	229-7
Davidson	Lance	229-7
Bolin	Bo	229-1
Fletcher	Brian	229-0
Shatto	Jennie	256-4
Fitorre	Lt Col Andy	229-1
Szpila	Jerry	229-1
Zielinski	Pete	229-1
Edwards	MAJ Bryan	229-1
Carpenter	Lance	229-3
Hayes-Martinez	Michele	229-1
Roach	Diana	229-1

- Guidance
- Calendar
- Contacts
- Training deadlines
- Education Opportunities
- Individual Development Plans
- Important T&E Links
- Joint Lessons Learned
- Discussion board



# *Tools to Share*

If you wish to implement, the following tools are available online:

- JDDE Competency Model <http://www.transcom.mil/dpo/> or <https://dpo.transcom.mil/dpo/homepage/index.cfm?app=DPO>
- Course Mapping Database
- Annual Budget & Allocation Shell
- Annual Allocation Worksheet Template

## Contact Information

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# Questions?



# JDDE Education Update

Applicability	Content	Exposure to Industry
<p><b><i>“Used it immediately--I attended a meeting the first day back, and I would have been lost without the info I learned earlier in the week.” - U Tenn</i></b></p> <p><b><i>“Especially beneficial as we continue to "build out" AT21, encompassing not only our Component Commands, DLA and GSA but also our Sister Services.” – U Texas</i></b></p> <p><b><i>“We have a DOD twist to our processes, but the basics are essentially the same.” Penn State</i></b></p>	<p><b><i>“Good mix of industry representation and the many challenges facing supply chain managers.” - MIT</i></b></p> <p><b><i>“It provided me a new look at problem solving and ways to get team members to think outside the box . We used a tool called "Think Pak" a brainstorming card deck. I loved it.” – SLU</i></b></p>	<p><b><i>“I enjoyed the interaction with the civilian course attendees. It provided a great opportunity to discuss supply chain management issues with them. The course also gave me insight into the supply chain management world.” - SLU</i></b></p> <p><b><i>“Very applicable in working with DLA, DESC, and other National Partner suppliers.” - U Wisconsin</i></b></p> <p><b><i>“Increased my knowledge of interagency coordination between federal lead agencies (FEMA/USAID) , DOD, state, local, and non-governmental agencies/organizations in disaster response.” – ALU</i></b></p>